Newsmaker

CIA's McConnel Makes Filters

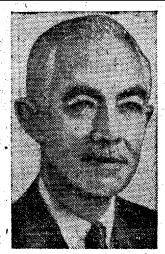
By ALFRED RUSSELL

You might be a bit surprised to find that the former deputy director of the U.S. Central Intelligence Agency flow runs the country's third largest maker of industrial filters. But a talk with Murray McConnel this week made some of the reasons clear.

Cuneo Engineering, he will observe, "is still a small comobserve, "is still a small company; 1954 sales were just a bit above \$4 million." But he notes that this compares with some \$2.6 million in 1950 and adds:

"This industry has 260 companies, yet none of them gets close to duplicating the type of output of other producers. Thus while there's competition there's room for making a profit and for growing."

The growth, he says, stems from the fact that the need to filter foreign objects out of both raw materials and finished products provides other growing markets, he feels.



MURRAY McCONNEL

in filters for the auto industry," total production now goes to a broad group of industries. In fact, we make filters for any Stores. fluid, gas or light, that can be pumped."

Filter for Any Fluid.

Cuneo's current production is divided between industrial and almost any kind of item."

Garfinckel & Co., leading Wash-heavy equipment, milk, drugs ington, D. C. retail operation.

"and almost any kind of item."

Earlier he financed Dixie-Howe Cuneo now is "in the pilot Stores, now a \$100 million busi
"Maybe there will be a decline stage" on a filter that's especi-ness and part of Winn & Lovett.

ally intended for the food, beverage and drug fields. "I can see the day coming when this branch will do a bigger business than we do altogether now."

Whisky Like Gin.

A slight, trim, clipped-speech type of executive, Mr. McConnel recalls with interesting detachment "some of the inevitable fiascos we've had in developing the new filters," One filter, he said, was tried out by a whisky producer. It worked too well. It not only removed every impurity; it also relieved the whisky of its color, making it look much like gin.

But he's used to solving problems, as indicated by this record: He's headed Cuneo for six years, working out of its main he says, "but 80 percent of our plant in Meriden, Conn.; he's a director of American Machine & Foundry and Dixie Home

He's a former partner in Hayden, Stone & Co. and Filtering, he notes, is an es-handled the financing of Julius FOIAb3b

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